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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/667,677	09/22/2003	Steven Linn Murphy	W115 1010.1	9397
26158 7590 05/29/2007 WOMBLE CARLYLE SANDRIDGE & RICE, PLLC ATTN: PATENT DOCKETING 32ND FLOOR P.O. BOX 7037 ATLANTA, GA 30357-0037			EXAMINER SALIARD, SHANNON S	
			ART UNIT 3628	PAPER NUMBER
			MAIL DATE 05/29/2007	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

# Office Action Summary

Application No.

10/667,677

Applicant(s)

MURPHY, STEVEN LINN

Examiner

Shannon S. Saliard

Art Unit

3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set/or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 20 March 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-27 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-27 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_.

## DETAILED ACTION

### *Status of Claims*

1. Applicant has amended claims 1, 7, 9, 10, 14, 20, 24, and 26. No claims have been cancelled or newly added. Thus, claims 1-27 remain pending and are presented for examination.

### *Response to Arguments*

2. Applicant's arguments with respect to claims 1, 14, and 26 have been considered but are moot in view of the new ground(s) of rejection.

### *Claim Rejections - 35 USC § 103*

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. **Claims 1-5, 7-11, and 13** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Sadri et al [US 2005/0027705].

As per **claim 1**, Reichert et al discloses a method of facilitating selection of a lodging property, the method comprising the steps of: (a) receiving an indication of a

geographic area of interest from a user [0032]; (b) identifying one or more lodging properties located within the geographic area of interest conforming to user-specified criteria [0032; 0037]; and (c) displaying a map of the geographic area of interest whereupon are plotted the locations of the one or more lodging properties [0032].

Reichert et al does not disclose (d) displaying in a dialog box associated with a same webpage as the displayed map substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is provided in substantially real-time so as to be substantially current.

However, Sadri et al discloses displaying search results for lodging properties on a map wherein the user can interact with the map to display substantially real-time (i.e., dynamic) information regarding the lodging property [0054; room rate; special offers available at this time]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Sadri et al so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 2**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a city name [0032].

As per **claim 3**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a substantially unique name of a feature having a known location [0032].

As per **claim 4**, Reichert et al further discloses wherein step (a) includes receiving one or more other user-specified criteria from the user [0032].

As per **claim 5**, Reichert et al further discloses wherein in step (c) only the locations of one or more conforming lodging properties located within the geographic area of interest and conforming to the one or more other user-specified criteria are plotted on the map [0037].

As per **claim 7**, Reichert et al further discloses further including the step of providing a navigational control allowing the user to manipulate the map for viewing [0034].

As per **claim 8**, Reichert et al further discloses wherein the navigational control includes a movement capability [0034]. Reichert et al does not further disclose wherein the navigational control includes a zoom capability. However, DeLorme et al discloses a map with zoom capability [col 48, lines 11-14]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that a user can get an accurate detailed view for ease of locating the property.

As per **claim 9**, Reichert et al does not further disclose including the step of displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user. However, DeLorme et al discloses a map display that facilitates interactions with substantially static information regarding a particular lodging property [col 25, lines 29-35]. Furthermore, the Examiner takes Official Notice that it is old and well known at the time of the invention, in the electronic transaction industry, to use a pull-down dialog box to display information. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to

modify the invention of Reichert et al to include displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 10**, Reichert et al further discloses further including the step of providing one or more hyperlinks to additional static information (amenities) and additional dynamic information (vacancy) [0040].

As per **claim 11**, Reichert et al does further discloses further including the step of plotting one or more non-lodging features on the map [0032; 0037].

As per **claim 13**, Reichert et al further discloses a computer program operable to implement the method as set forth in claim 1 [0023-0027].

5. **Claim 6** is rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Sadri et al [US 2005/0027705] as applied to claim 1 above, and further in view of DeLorme et al [US 2003/0182052].

As per **claim 6**, Reichert et al does not disclose wherein in step (c) the map is initially displayed centered about an average location of the plotted lodging properties. However, DeLorme et al discloses centering a map about a radius of each point of interest [0197]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that the user is provided with a full view of all points of interest to determine which point of interest best suits their needs.

6. **Claim 12** is rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Sadri et al [US 2005/0027705] as applied to claim 1 above, and further in view of Jones et al [U.S. Patent No. 7,082,400].

As per **claim 12**, Reichert et al does not disclose further including the step of providing substantially real-time access to a computerized reservation system of the particular lodging property indicated by the user so as to facilitate the user making a reservation. However, Jones et al discloses a map that provides access to a CRS to reserve a hotel [col 6, lines 30-33]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Jones et al so that the does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

7. **Claims 14-16, 18, 22, and 23** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view Sadri et al [US 2005/0027705] and Jones et al [U.S. Patent No. 7,082,400].

As per **claim 14**, Reichert et al discloses a method of facilitating selection of a lodging property, the method comprising the steps of: (a) receiving an indication of a geographic area of interest and one or more other user-specified criteria from a user [0032]; (b) identifying one or more lodging properties located within the geographic area of interest and conforming to the one or more other user-specified criteria [0032; 0037];

(c) displaying a map of the geographic area of interest whereupon are plotted the locations of the one or more lodging properties [0032]. Reichert et al does not disclose (d) displaying in a dialog box associated with a same webpage as the displayed map substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is provided in substantially real-time so as to be substantially current. However, Sadri et al discloses displaying search results for lodging properties on a map wherein the user can interact with the map to display substantially real-time (i.e., dynamic) information regarding the lodging property [0054; room rate; special offers available at this time]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Sadri et al so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property. Reichert et al does not disclose (e) providing substantially real-time access to a computerized reservation system of the particular lodging property indicated by the user so as to facilitate the user making a reservation. However, Jones et al discloses a map that provides access to a CRS to reserve a hotel [col 6, lines 30-33]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Jones et al so that the does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 15**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a city name [0032].



As per **claim 16**, Reichert et al further discloses wherein the indication of the geographic area of interest is in the form of a substantially unique name of a feature having a known location [0032].

As per **claim 18**, Reichert et al further discloses further including the step of providing a navigational control allowing the user to manipulate the map for viewing [0034].

As per **claim 22**, Reichert et al does further discloses further including the step of plotting one or more non-lodging features on the map [0032; 0037].

As per **claim 23**, Reichert et al further discloses a computer program operable to implement the method as set forth in claim 14 [0023-0027].

8. **Claims 17 and 19-21** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Sadri et al [US 2005/0027705] and Jones et al [U.S. Patent No. 7,082,400] as applied to claim 14 above, and further in view of DeLorme et al [US 2003/0182052].

As per **claim 17**, Reichert does not disclose wherein in step (c) the map is initially displayed centered about an average location of the plotted lodging properties. However, DeLorme et al discloses centering a map about a radius of each point of interest [0197]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that the user is provided with a full view of all points of interest to determine which point of interest best suits their needs.

As per **claim 19**, Reichert et al further discloses wherein the navigational control includes a movement capability [0034]. Reichert et al does not further disclose wherein the navigational control includes a zoom capability. However, DeLorme et al discloses a map with zoom capability [col 48, lines 11-14]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that a user can get an accurate detailed view for ease of locating the property.

As per **claim 20**, Reichert et al does not further disclose including the step of displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user. However, DeLorme et al discloses a map display that facilitates interactions with substantially static information regarding a particular lodging property [col 25, lines 29-35]. Furthermore, the Examiner takes Official Notice that it is old and well known at the time of the invention, in the electronic transaction industry, to use a pull-down dialog box to display information. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include displaying in the pull-down dialog box substantially static information regarding a particular lodging property indicated by the user so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property.

As per **claim 21**, Reichert et al further discloses further including the step of providing one or more hyperlinks to additional static information (amenities) and additional dynamic information (vacancy) [0040].

9. **Claims 24-27** are rejected under 35 U.S.C. 103(a) as being unpatentable over Reichert et al [US 2002/0042819] in view of Sadri et al [US 2005/0027705], DeLorme [U.S. Patent No. 5,948,040], Jones et al [U.S. Patent No. 7,082,400], and DeLorme et al [US 2003/0182052].

As per **claims 24 and 26**, Reichert et al discloses a method of facilitating selection of a lodging property, the method comprising the steps of: (a) receiving an indication of a geographic area of interest and one or more other user-specified criteria from a user [0032]; (b) identifying one or more lodging properties located within the geographic area of interest and conforming to the one or more other user-specified criteria [0032; 0037]; (c) displaying a map of the geographic area of interest whereupon are plotted the locations of the one or more conforming lodging properties [0032], (d) plotting one or more non-lodging features on the map [0032; 0037]; (e) providing a navigational control allowing the user to manipulate the map for viewing, wherein the navigational control includes a movement capability [0034]; (h) providing one or more hyperlinks to additional static information (amenities) and additional dynamic information (vacancy) [0040]. Reichert et al does not disclose providing a navigational control allowing zoom capability; (f) displaying in a pull-down dialog box substantially static information regarding a particular lodging property indicated by the user; (g) displaying in the pull-down dialog box substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is

provided in substantially real-time so as to be substantially current. However, Sadri et al discloses displaying search results for lodging properties on a map wherein the user can interact with the map to display substantially real-time (i.e., dynamic) information regarding the lodging property [0054; room rate; special offers available at this time]. Furthermore, DeLorme et al discloses a map display with zoom capability [col 48, lines 11-14] wherein the map display facilitates interactions with substantially static information regarding a particular lodging property [col 25, lines 29-35]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Sadri et al and DeLorme et al so that a user does not have to connect to various sites to determine to obtain information regarding a particular lodging property. Reichert et al does not disclose (e) providing substantially real-time access to a computerized reservation system of the particular lodging property indicated by the user so as to facilitate the user making a reservation. However, Jones et al discloses a map that provides access to a CRS to reserve a hotel [col 6, lines 30-33]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the invention of Reichert et al to include the method disclosed by Jones et al so that the does not have to connect to various sites to determine to obtain information regarding a particular lodging property. Jones et al does not disclose wherein the map is initially displayed centered about an average location of the plotted lodging properties. However, DeLorme et al discloses centering a map about a radius of each point of interest [0197]. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the

invention to modify the invention of Reichert et al to include the method disclosed by DeLorme et al so that the user is provided with a full view of all points of interest to determine which point of interest best suits their needs.

As per **claims 25 and 27**, Reichert et al further discloses a computer program operable to implement the method as set forth in claim 24 [0023-0027].

### ***Conclusion***

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Examiner's Note: Examiner has cited particular columns and line numbers in the references as applied to the claims below for the convenience of the applicant.

Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested that the applicant, in preparing the responses, fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Shannon S. Saliard whose telephone number is 571-272-5587. The examiner can normally be reached on Monday - Friday, 8:00 am - 4:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

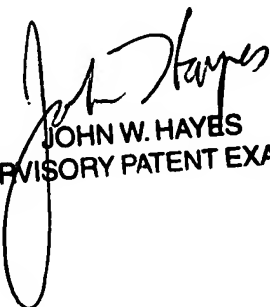
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**JOHN W. HAYES  
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Art Unit 3628

SSS